


City of Pleasant Hill

MEMORANDUM

TO: Mayor Harris and City Council Members

FROM: Robert Stewart, Redevelopment Administrator 

DATE: October 20, 2005

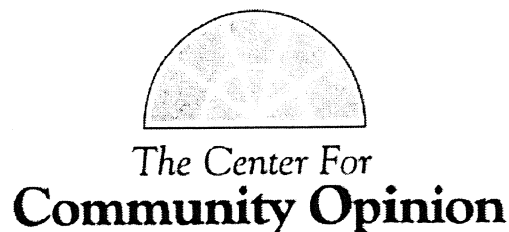
SUBJECT: Report by Dr. Brad Senden of The Center for Community Opinion on the Results of Community Polling to Determine the Level of Support for a Bond Issue to Pay for Community Projects of the Recreation and Park District and the City of Pleasant Hill

Attached hereto is Dr. Senden's Report on the Community Polling his firm conducted earlier this month. Staff has not had the opportunity to review the Report prior to distributing it to the City Council members and Recreation and Park District Board members. Dr. Senden will present the Report at the October 24th joint meeting of the City Council and Recreation and Park District Board of Directors.

The City Council is asked to consider the results of the polling and Dr. Senden's recommendations regarding possible next steps in funding City projects, and to direct staff accordingly.

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Memo

To: Bob Stewart

Bob Berggren

Pages: 9

Re: Survey results

From: Brad Senden

Marcia Allington

Date: October 20, 2005

CC:

The following are our observations and conclusions based on 402 telephone interviews completed with registered voters in the Pleasant Hill Recreation and Park District. Of these, 350 were completed within the boundaries of the City of Pleasant Hill. The overall margin of error for these results is +/-4.5% with a 95% confidence level. For results collected only in the City of Pleasant Hill, the margin of error is slightly higher at +/- 5.2%. All interviews were completed between September 28, 2005 and October 8, 2005. The demographic characteristics of the population interviewed accurately reflect the population of all registered voters with one exception. The population interviewed for this survey is slightly more likely to vote in any election held within the district than the total population of registered voters in the district. This bias was intentional.

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In order to explore voter reaction to a number of City and Recreation District projects and to also avoid a bias based on the order in which those projects were presented, a questionnaire was developed for this survey that included two sections. In one, projects that might be undertaken by the Pleasant Hill Recreation and Park District were presented. In the other, projects the City of Pleasant Hill might initiate were presented. These two sections were rotated in a random manner so that half of the interviews were completed with the City projects presented first and the other half with the Recreation District projects presented first. This random rotation technique was also applied to questions where the names of both the Recreation District and the City were going to be presented in the same question. Overall, the random rotation technique should have eliminated any bias based on the order in which projects were presented.

In the City section, five projects were presented. One of these, the repair of local roads and streets, was presented in a split sample format. In this way, half of those interviewed were presented with the possibility that the City would *“repair residential roads and neighborhood streets throughout the City.”* The other half were presented with a statement that the City might *“repair the main roads and most heavily traveled streets in the City.”* The possibility that the City would attempt to address the facilities needs of the Police Department were presented twice. In one question, these needs were described as being addressed through “renovation” and in the other those interviewed were told that existing police facilities would be replaced.

In the Recreation District section of the questionnaire, nine possible projects were presented. None of them were presented using a split sample technique nor was any project presented twice. In both the Recreation District and the City sections of the questionnaire, the selection of projects to be included in the questionnaire was done after thorough discussion of each project with the City and the Recreation District.

To explore voter reaction to each project, both the Recreation District and the City sections were introduced to voters with an appropriately adapted version of the following statement. This is the text used to introduce the City section: *“There are [also] a number*

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of renovation and construction projects being considered by the City of Pleasant Hill. I am going to read you a series of statements describing them briefly. For each, please tell me if you believe it is extremely important, very important, somewhat important, somewhat unimportant or very unimportant that the City use local tax dollars to address the following projects.” Brackets have been placed around the word “also.” This word was included in this statement when it was being used to introduce the second set of project statements in the survey.

The responses to these statements allow us to place the projects into a priority order. In the following table, the Recreation District statements are placed in order based on the sum of the percentages stating that a project was extremely or very important. Ranked in this way, the renovation of the School House and the purchase of the land available at Taylor and Pleasant Hill are the highest priority projects for voters in the district. Both were seen as extremely or very important by more than 50%. Only two projects were defined as somewhat or very unimportant to more than one-third of those interviewed. These are the building of a senior center that is not part of a new recreation center project and the installation of all-weather synthetic turf on district fields. A majority, 53.8%, stated that the latter was somewhat or very unimportant.

Percentage Extremely or Very Important	Project
53.2%	22. Renovate the School House in order to save the building. It is Pleasant Hill’s first school and currently is home of the Onstage Theater, the Quilters, Historical Society and the Friends of the Library.
51.5%	20. Purchase 10 acres of the farmland located at Taylor and Pleasant Hill Road in order to create park and recreational facilities.
44.3%	17. Build a new recreation center that would include a senior center and a gymnasium.
43.0%	21. Build a new community swimming pool designed for year-round use.

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41.8%	19. Develop soccer and baseball fields on the land the City may use to create a Flood Control Basin.
30.8%	18. Upgrade and improve Pleasant Oaks Park.
28.4%	23. Build a new senior center as a stand-alone facility not part of a new recreation center.
18.0%	24. Allow year-round use of existing softball, baseball and soccer fields by installing all-weather, synthetic turf.

Ranked in the same way, among the City projects the repair of local roads and streets is given the highest priority by those interviewed. This project, regardless of the language used to present it, is also the highest priority project of all those tested in this survey. More than 70% stated that road and street repair was extremely or very important. The lowest priority City project in the eyes of local voters at this time is the renovation or replacement of the Police Department building. Renovation of this facility was seen as somewhat or very unimportant by 30.4% while replacement of this facility was seen as somewhat or very unimportant by 49.7% of those interviewed. All of the City projects are presented in the following table.

Percentage Extremely or Very Important	Project
76.1%	10A. Repair residential roads and neighborhood streets throughout the City.
74.6%	10B. Repair the main roads and most heavily traveled streets in the City.
54.7%	7. Build a new community library to serve the residents of Pleasant Hill
44.8%	9. Improve flood control by creating a flood basin on the south side of the City
26.4%	11. Renovate and modernize the City's 25 year old Police Department building.

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17.2% 8. Replace the City's 25 year old Police Department building with a new building

After each set of projects was presented, those interviewed were asked if there was something not on the list that the Recreation District or the City should pursue. Most people interviewed offered no response. The majority of those who did respond after either the City or the Recreation Department list offered very individual suggestions that do not fit into a major category. The only response of concern is the fact that 12% of those who did respond to the question after the presentation of the City projects said that the locals schools should be a priority project for the City.

Before leaving a discussion of the responses to these questions, we want to create one additional table. Because the response to the repair of local roads is significantly stronger than all of the other projects presented, we want to remove them from the list and create a table that ranks all of the remaining projects – whether proposed by the Recreation District or the City. The purpose is two-fold. First, the higher priority given to road and street repair than to any of the other projects listed may make this a priority for the City. If the City were to pursue a road and street repair proposal, it is difficult to see how this could be successfully linked to a joint proposal from both the Recreation District and the City. Therefore, we want to look at the rest of the projects in the following table to see if a possible joint effort could be defined. To make it easy to tell the projects apart, City projects are presented in green and Recreation District projects are presented in dark red.

	Percentage Extremely or Very Important	Project
<i>City</i>	54.7%	7. Build a new community library to serve the residents of Pleasant Hill
<i>District</i>	53.2%	22. Renovate the School House in order to save the building. It is Pleasant Hill's first school and currently is home of the Onstage Theater, the Quilters, Historical Society and the Friends of the Library.
<i>District</i>	51.5%	20. Purchase 10 acres of the farmland located at Taylor

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	and Pleasant Hill Road in order to create park and recreational facilities.
City 44.8%	9. Improve flood control by creating a flood basin on the south side of the City
District 44.3%	17. Build a new recreation center that would include a senior center and a gymnasium.
District 43.0%	21. Build a new community swimming pool designed for year-round use.
District 41.8%	19. Develop soccer and baseball fields on the land the City may use to create a Flood Control Basin.
District 30.8%	18. Upgrade and improve Pleasant Oaks Park.
District 28.4%	23. Build a new senior center as a stand-alone facility not part of a new recreation center.
City 26.4%	11. Renovate and modernize the City's 25 year old Police Department building.
District 18.0%	24. Allow year-round use of existing softball, baseball and soccer fields by installing all-weather, synthetic turf.
City 17.2%	8. Replace the City's 25 year old Police Department building with a new building

This ranking causes us to conclude that there is not a logical joint effort whose component parts each receive a sufficiently high and similar level of priority at this time. If either the idea of combining a new library and recreation center or the idea of flood basin development are projects the Recreation District and the City want to pursue together, there is significant work needed to build and equalize the level of importance local voters give to either of these possible joint projects.

In each section of the survey after all of the projects were presented, voters were asked to react to the possibility that taxes would need to be increased to pay for any of these improvements. Using the Recreation District's version of the question to illustrate the language used in these questions, each voter was asked: *"To pay for these projects, the*

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Pleasant Hill Recreation and Park District may ask local voters to approve a local property tax increase. Would you favor or oppose such a proposal?" The reaction in each section of the survey is the same. In the Recreation District section of the survey, 53.0% said they would favor such a proposal with 28.1% opposed and 17.9% undecided. In the City section, 49.0% said they would favor such a proposal with 27.9% opposed and 22.1% undecided. Although these responses are slightly different, the difference is not large enough to be significant given the margin of error of this survey. There is essentially the same level of support for a proposal from either the City or the District. This level of support is much lower than would be required for a proposal requiring a two-thirds majority. The response is the same among property owners with a tax proposal winning support from between 49.5% (for a City proposal) and 53.8% (for a Recreation District proposal). Given the margin of error for this study, each represents a narrow win or a narrow loss even for a Prop 218 assessment proposal.

Later in the survey those interviewed were presented two versions of a joint project to see how voters would react. The first test involved the presentation of a generic joint project (relying on the imagination of the individual being interviewed to determine which of the many possible projects presented in the survey might be combined). The language of this question read as follows: *"Up to this point we have talked about separate proposals from both [ROTATE: the City and the Recreation and Park District]. I now want you to consider a joint proposal. Working together, [ROTATE: the City and the Recreation District] could ask voters to approve a proposal to improve many of the facilities that now serve the community. If together [ROTATE: the City and the Recreation District] presented voters with one proposal that would increase property taxes to address many of the projects I have described to you tonight, would you favor or oppose such a proposal?"* In response, 56.2% said they would favor such a proposal with 25.1% opposed and 18.4% undecided. This response is still far short of a two-thirds majority. If we isolate property owners, support is measured at 57.4%. If the right projects can be combined, an assessment might be possible.

The survey did include an open-ended question that provides some insight into what projects voters had in mind as they responded to this generic question. At the end of the interview, each person was asked: *“I have presented you with information about a number of projects being considered by [ROTATE ORDER: the City and the Recreation and Park District]. Of all of the projects I have described, which do you believe should be given the highest priority?”* Voters were not prompted at this point so that we could explore what they had retained from the list of projects presented. In response to this question, 28.3% named the library project with 11% naming either streets and roads, a community center or a senior center. All of the responses are presented in the following table.

Project	Pct of those responding
Library	28.3%
Other	12.3%
Streets and roads	11.3%
Community center	11.0%
Senior center	11.0%
Flood control	8.9%
Parks and play fields	7.1%
Buying available land	3.9%
Swimming pools	3.7%
The School House ¹	2.4%

Voters were then presented with a more concrete possible joint effort. The question used to do so read as follows: *“Let’s focus for a moment on one specific project. Working together, [ROTATE: the City and the Recreation District] could build a new recreation center that would include a new community library, a new senior center and a gym designed for community use. If together [ROTATE: the City and the Recreation District] presented voters with one proposal that would increase property taxes to build a new*

¹ We believe that the response to the School House in Q22 may be artificially high due to the specific community groups also references in the question. By naming the Onstage Theater, the Quilter, Historical Society and Friends of the Library we cannot know if voters responded in Q22 to the need to renovate the School House or to renovate a home for these groups. The very small number of people who named the School House in response to Q42, the question presented here, indicates the latter may be true.

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recreation center, would you favor or oppose such a proposal?” The response is not significantly different: 55.5% would support such a proposal with 26.9% opposed and 17.7% undecided. For whatever reason, at this time a library/ recreation center project is not one that will win super majority support (and given a slight drop in support in response to this question among property owners might not even win a simple majority in an assessment vote).

Finally, a number of tax rates were tested in the survey. Each presented the cost of a tax proposal in terms of its impact on the average homeowner in the district. The language of each question read as follows: “*Property taxes for the average homeowner would be increased by \$19 per year.*” The costs presented ranged from \$19 per year to \$97 per year. This method of probing for tax tolerance was chosen since there was an interest in exploring more than just a general obligation bond as the financing mechanism. These results can be used to plan a bond or any of a number of other taxing mechanisms.

Tax rates of \$19 and \$32 per year won support from more than the required two-thirds majority across the entire district. At a rate of \$51 per year, support drops to 58.5%. Therefore, we recommend that the cost of a proposal across the entire district that requires approval from a two-thirds majority be set no higher than \$34 per year. Separating the interviews conducted inside and outside the City boundaries, we can see that the same maximum cost would apply to a City proposal.

If we separate the interviews conducted with property owners from those conducted with renters, we can recommend a maximum cost for an assessment proposal. An average annual cost of \$51 wins support from 61.7% of the property owners interviewed. When a rate of \$69 per year was tested, support dropped among property owners to 51.8%. In order to allow for the margin of error in this survey, we would recommend, therefore, that the cost of an assessment proposal be set no higher than an average annual cost of \$59 per year.

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Good evening. Is this (ASK FOR THE NAME ON THE LIST)? I'm calling from the Center for Community Opinion. We are calling residents of the Pleasant Hill area, people like you, in order to ask a series of questions about a number of possible projects in your community. This survey will take approximately 12 minutes and your answers to these questions are very important. Of course, all of your answers are strictly confidential.

1. I want to begin with a general question. Do you find the Pleasant Hill area to be a very desirable, somewhat desirable, somewhat undesirable or very undesirable place to live?

- 1 VERY DESIRABLE
- 2 SOMEWHAT DESIRABLE
- 3 SOMEWHAT UNDESIRABLE
- 4 VERY UNDESIRABLE
- 5 DK
- 6 REFUSED

2. What do you believe is the most important issue facing the residents of Pleasant Hill today?

3. I would like you to evaluate the [ROTATE ORDER: recreation programs and city services] available to you in your neighborhood. In general, are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the programs and services available to you in your neighborhood?

- 1 VERY SATISFIED
- 2 SOMEWHAT SATISFIED
- 3 SOMEWHAT DISSATISFIED
- 4 VERY DISSATISFIED
- 5 DK
- 6 REFUSED

4. Are you aware of the fact that the park and recreation programs in the Pleasant Hill area are not the responsibility of the City but are provided by the Pleasant Hill Recreation and Park District?

- 1 Yes
- 2 No
- 3 NOT SURE
- 4 REFUSED

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[INTERVIEWS WILL ROTATE THE ORDER OF PRESENTATION - HALF OF THE TIME THE REC SECTION WILL BE FIRST; HALF OF THE TIME THE CITY SECTION WILL BE FIRST]

[BEGIN CITY SECTION]

I am [also] going to read two statements about the City of Pleasant Hill. For each, please tell me if you believe the City has done an excellent, above average, average, below average or poor job. (ROTATE ORDER)

	Excellent	Above Average	Average	Below Average	Poor	UNABLE TO EVALUATE
5. Spending tax dollars wisely.	1	2	3	4	5	6
6. Planning for the future.	1	2	3	4	5	6

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There are [also] a number of renovation and construction projects being considered by the City of Pleasant Hill. I am going to read you a series of statements describing them briefly. For each, please tell me if you believe it is extremely important, very important, somewhat important, somewhat unimportant or very unimportant that the City use local tax dollars to address the following projects: (DO NOT ROTATE ORDER)

	Extremely Important	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	DK
7. Build a new community library to serve the residents of Pleasant Hill	1	2	3	4	5	6
8. Replace the City's 25 year old Police Department building with a new building	1	2	3	4	5	6
9. Improve flood control by creating a flood basin on the south side of the City	1	2	3	4	5	6
10A. Repair residential roads and neighborhood streets throughout the City.	1	2	3	4	5	6
10B. Repair the main roads and most heavily traveled streets in the City.	1	2	3	4	5	6
11. Renovate and modernize the City's 25 year old Police Department building	1	2	3	4	5	6

12. Is there a project that I have not described to you that you believe the City should address in the near future?

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13. To pay for these projects, the City of Pleasant Hill may ask local voters to approve a local property tax increase. Would you favor or oppose such a proposal?

- 1 Favor
- 2 Oppose
- 3 UNDECIDED
- 4 DK/ REFUSED

14. I have one more question for you about one of the City's projects. The existing Pleasant Hill library serves as the central library for the county library system. If the City were to build a new library, it could be designed as a community library that would only serve the needs of the residents of Pleasant Hill or it could be designed to function both as a community library and as the central library for the county. If a new library is built, would you prefer that:

- 1 it serve only as a community library or
- 2 it serve as both a community library and as the county's central library?
- 3 DK/ NO OPINION
- 4 REFUSED

[END CITY SECTION]

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[BEGIN REC DEPT SECTION]

I am [also] going to read two statements about the Pleasant Hill Recreation and Park District. For each, please tell me if you believe the Recreation District has done an excellent, above average, average, below average or poor job. (ROTATE ORDER)

	Excellent	Above Average	Average	Below Average	Poor	UNABLE TO EVALUATE
15. Spending tax dollars wisely.	1	2	3	4	5	6
16. Planning for the future	1	2	3	4	5	6

There are [also] a number of renovation and construction projects being considered by the Pleasant Hill Recreation and Park District. I am going to read you a series of statements describing them briefly. For each, please tell me if you believe it is extremely important, very important, somewhat important, somewhat unimportant or very unimportant that the Recreation Department use local tax dollars to address the following projects: (DO NOT ROTATE)

	Extremely Important	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	DK
17. Build a new recreation center that would include a senior center and a gymnasium.	1	2	3	4	5	6
18. Upgrade and improve Pleasant Oaks Park.	1	2	3	4	5	6
19. Develop soccer and baseball fields on the land the City may use to create a Flood Control Basin.	1	2	3	4	5	6

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[RE-READ ONLY AS NEEDED] For each, please tell me if you believe it is extremely important, very important, somewhat important, somewhat unimportant or very unimportant that the Recreation Department use local tax dollars to address the following projects: (ROTATE ORDER)

	Extremely Important	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	DK
20. Purchase 10 acres of the farmland located at Taylor and Pleasant Hill Road in order to create park and recreational facilities.	1	2	3	4	5	6
21. Build a new community swimming pool designed for year-round use.	1	2	3	4	5	6
22. Renovate the School House in order to save the building. It is Pleasant Hill's first school and currently is home of the Onstage Theater, the Quilters, Historical Society and the Friends of the Library.	1	2	3	4	5	6
23. Build a new senior center as a stand-alone facility not part of a new recreation center.	1	2	3	4	5	6
24. Allow year-round use of existing softball, baseball and soccer fields by installing all-weather, synthetic turf.	1	2	3	4	5	6

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25. Is there a project that I have not described to you that you believe the Recreation and Park District should address in the near future?

26. To pay for these projects, the Pleasant Hill Recreation and Park District may ask local voters to approve a local property tax increase. Would you favor or oppose such a proposal?

- 1 Favor
- 2 Oppose
- 3 UNDECIDED
- 4 DK/ REFUSED

[END REC DEPT PROJECTS SECTION]

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I am going to read you two statements. Please tell me whether you strongly agree, agree, disagree or strongly disagree with each statement. (ROTATE ORDER)

	Strongly Agree 1	Agree 2	Disagree 3	Strongly Disagree 4	DK 5
27. I would never vote for a tax increase no matter what the money would be used for.	1	2	3	4	5
28A. The City can be trusted to spend additional local tax dollars wisely and efficiently.	1	2	3	4	5
28B. The Recreation and Park District can be trusted to spend additional local tax dollars wisely and efficiently.	1	2	3	4	5
29A. [ROTATE ORDER: The City and the Recreation District] should work together to preserve and support cultural programs and activities such as the School House, Historical Society, Rodgers Ranch, Music in Pleasant Hill, the Multi-cultural Fair and other cultural and arts programs.	1	2	3	4	5
29B. [ROTATE ORDER: The City and the Recreation District] should work together to preserve and support cultural and arts programs in the community.	1	2	3	4	5

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30. During the last year, how often have you or someone in your household visited one of the parks or recreation facilities in the Pleasant Hill Recreation and Park District?

- 1 NEVER
- 2 ONCE A YEAR
- 3 ONCE A MONTH
- 4 ONCE A WEEK
- 5 MORE THAN ONCE A WEEK BUT NOT EVERY DAY
- 6 EVERY DAY
- 7 DK

31. Have you or someone in your household participated in one of the recreation programs offered by the Pleasant Hill Recreation and Park District during the last year?

- 1 YES
- 2 NO
- 3 DK

32. Have you or anyone in your household visited the Pleasant Hill Library during the last year?

- 1 Yes
- 2 No
- 3 REFUSED

33. Do you currently have children in your household who attend one of the schools in the Mount Diablo Unified School District?

- 1 Yes
- 2 No
- 3 REFUSED

34. Do you own or rent your home or apartment?

- 1 OWN
- 2 RENT
- 3 DK/ REFUSED

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35. Up to this point we have talked about separate proposals from both [ROTATE: the City and the Recreation and Park District]. I now want you to consider a joint proposal. Working together, [ROTATE: the City and the Recreation District] could ask voters to approve a proposal to improve many of the facilities that now serve the community. If together [ROTATE: the City and the Recreation District] presented voters with one proposal that would increase property taxes to address many of the projects I have described to you tonight, would you favor or oppose such a proposal?

- 1 Favor
- 2 Oppose
- 3 UNDECIDED
- 4 REFUSED

36. Let's focus for a moment on one specific project. Working together, [ROTATE: the City and the Recreation District] could build a new recreation center that would include a new community library, a new senior center and a gym designed for community use. If together [ROTATE: the City and the Recreation District] presented voters with one proposal that would increase property taxes to build a new recreation center, would you favor or oppose such a proposal?

- 1 Favor
- 2 Oppose
- 3 UNDECIDED
- 4 REFUSED

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I am going to ask you five questions about the cost of the property tax increase needed to build such a joint community project. Each question presents you with an annual cost. These costs will be read to you in a random order. For each, tell me if knowing the cost of the proposal would make you favor or oppose it. (ROTATE ORDER)

	Favor	Oppose	UNDECIDED	DK
37. Property taxes for the average homeowner would be increased by \$19 per year.	1	2	3	4
38. Property taxes for the average homeowner would be increased by \$32 per year.	1	2	3	4
39. Property taxes for the average homeowner would be increased by \$51 per year.	1	2	3	4
40. Property taxes for the average homeowner would be increased by \$69 per year.	1	2	3	4
41. Property taxes for the average homeowner would be increased by \$97 per year.	1	2	3	4

42. I have two final questions for you. I have presented you with information about a number of projects being considered by [ROTATE ORDER: the City and the Recreation and Park District]. Of all of the projects I have described, which do you believe should be given the highest priority? _____

43. Do you believe that it is extremely important, very important, somewhat important, somewhat unimportant or very unimportant that [ROTATE: the City and the Recreation and Park District] work together to address the needs of the community?

- 1 EXTREMELY IMPORTANT
- 2 VERY IMPORTANT
- 3 SOMEWHAT IMPORTANT
- 4 SOMEWHAT UNIMPORTANT
- 5 VERY UNIMPORTANT
- 6 DK

Thank you for your time this evening.

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Evaluate the Community

		Count	Percentage
Q1: Desirability of Pleasant Hill area	Very desirable	305	75.9%
	Somewhat desirable	90	22.4%
	Somewhat undesirable	3	.7%
	Very undesirable	2	.5%
	Don't know	2	.5%

		Count	Percentage
Q3: Satisfaction with programs and services	Very satisfied	209	52.0%
	Somewhat satisfied	141	35.1%
	Somewhat dissatisfied	15	3.7%
	Very dissatisfied	3	.7%
	Don't know	34	8.5%

		Count	Percentage
Q4: Aware park and rec programs provided by Rec District	Aware programs provided by Rec and Park District	224	55.7%
	Not aware	168	41.8%
	Not sure	10	2.5%

		Count	Percentage
Q5: Spend tax dollars wisely - City	Excellent	24	6.0%
	Above average	110	27.4%
	Average	160	39.8%
	Below average	17	4.2%
	Poor	12	3.0%
	Unable to evaluate	79	19.7%

		Count	Percentage
Q6: Plan for the future - City	Excellent	34	8.5%
	Above average	131	32.6%
	Average	141	35.1%
	Below average	21	5.2%
	Poor	9	2.2%
	Unable to evaluate	66	16.4%

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		Count	Percentage
Q15: Spend tax dollars wisely - Rec and Park	Excellent	59	14.7%
	Above average	97	24.1%
	Average	132	32.8%
	Below average	14	3.5%
	Poor	7	1.7%
	Unable to evaluate	93	23.1%

		Count	Percentage
Q16: Plan for the future - Rec and Park	Excellent	40	10.0%
	Above average	112	27.9%
	Average	119	29.6%
	Below average	11	2.7%
	Poor	9	2.2%
	Unable to evaluate	111	27.6%

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Importance - Rec and Park District Projects

		Count	Percentage
Q20: Purchase land Taylor/Pleasant Hill create park and rec facility	Extremely important	94	23.4%
	Very important	113	28.1%
	Somewhat important	87	21.6%
	Somewhat unimportant	37	9.2%
	Very unimportant	61	15.2%
	Don't know	10	2.5%

		Count	Percentage
Q22: Renovate the School House to save, bldg home to many groups	Extremely important	92	22.9%
	Very important	122	30.3%
	Somewhat important	116	28.9%
	Somewhat unimportant	30	7.5%
	Very unimportant	23	5.7%
	Don't know	19	4.7%

		Count	Percentage
Q17: Build new rec center include senior ctr and gym	Extremely important	61	15.2%
	Very important	117	29.1%
	Somewhat important	129	32.1%
	Somewhat unimportant	66	16.4%
	Very unimportant	20	5.0%
	Don't know	9	2.2%

		Count	Percentage
Q21: Build new community swimming pool design for year round	Extremely important	68	16.9%
	Very important	105	26.1%
	Somewhat important	110	27.4%
	Somewhat unimportant	62	15.4%
	Very unimportant	51	12.7%
	Don't know	6	1.5%

		Count	Percentage
Q19: Develop soccer/ baseball fields on new flood control basin	Extremely important	62	15.4%
	Very important	106	26.4%
	Somewhat important	106	26.4%
	Somewhat unimportant	50	12.4%
	Very unimportant	40	10.0%
	Don't know	38	9.5%

Pleasant Hill
Community Survey

		Count	Percentage
Q18: Upgrade Pleasant Oaks Park	Extremely important	50	12.4%
	Very important	74	18.4%
	Somewhat important	131	32.6%
	Somewhat unimportant	37	9.2%
	Very unimportant	16	4.0%
	Don't know	94	23.4%

		Count	Percentage
Q23: Build new senior center not part of rec center	Extremely important	43	10.7%
	Very important	71	17.7%
	Somewhat important	116	28.9%
	Somewhat unimportant	89	22.1%
	Very unimportant	54	13.4%
	Don't know	29	7.2%

		Count	Percentage
Q24: Install all-weather synthetic turf allow year round use	Extremely important	36	9.0%
	Very important	36	9.0%
	Somewhat important	94	23.4%
	Somewhat unimportant	96	23.9%
	Very unimportant	120	29.9%
	Don't know	20	5.0%

		Count	Percentage
Q25: Project not described Rec and Parks should address	Other/ Miscellaneous	36	45.6%
	Fields and courts	12	15.2%
	Programs and classes	11	13.9%
	Trails	9	11.4%
	A dog park	6	7.6%
	A skatepark	5	6.3%

**Pleasant Hill
Community Survey**

Importance - City Projects

		Count	Percentage
Q10A: Repair roads and neighborhood streets	Extremely important	75	37.3%
	Very important	78	38.8%
	Somewhat important	41	20.4%
	Somewhat unimportant	5	2.5%
	Very unimportant	1	.5%
	Don't know	1	.5%

Split sample question

		Count	Percentage
Q10B: Repair main roads and heavily traveled streets	Extremely important	80	39.8%
	Very important	70	34.8%
	Somewhat important	33	16.4%
	Somewhat unimportant	11	5.5%
	Very unimportant	5	2.5%
	Don't know	2	1.0%

Split sample question

		Count	Percentage
Q7: Build new community library	Extremely important	92	22.9%
	Very important	128	31.8%
	Somewhat important	83	20.6%
	Somewhat unimportant	52	12.9%
	Very unimportant	39	9.7%
	Don't know	8	2.0%

		Count	Percentage
Q9: Improve flood control create flood basin south side of City	Extremely important	73	18.2%
	Very important	107	26.6%
	Somewhat important	107	26.6%
	Somewhat unimportant	41	10.2%
	Very unimportant	32	8.0%
	Don't know	42	10.4%

Pleasant Hill
Community Survey

		Count	Percentage
Q11: Renovate Police Dept. building	Extremely important	36	9.0%
	Very important	70	17.4%
	Somewhat important	145	36.1%
	Somewhat unimportant	61	15.2%
	Very unimportant	61	15.2%
	Don't know	29	7.2%

		Count	Percentage
Q8: Replace 25 yr old Police Dept. bldg with new	Extremely important	24	6.0%
	Very important	45	11.2%
	Somewhat important	107	26.6%
	Somewhat unimportant	91	22.6%
	Very unimportant	109	27.1%
	Don't know	26	6.5%

		Count	Percentage
Q12: Project not described City should address	Other/ Miscellaneous	51	39.2%
	Schools	21	16.2%
	Road and sidewalk repair	17	13.1%
	Growth and development	16	12.3%
	Traffic	11	8.5%
	Affordable housing	5	3.8%
	Programs and activities for children	5	3.8%
	Parking	4	3.1%

**Pleasant Hill
Community Survey**

Benchmarks

		Count	Percentage
Q13: Favor or oppose City proposal	Favor	197	49.0%
	Oppose	112	27.9%
	Undecided	89	22.1%
	Refused	4	1.0%

		Count	Percentage
Q26: Favor or oppose Rec and Park proposal	Favor	213	53.0%
	Oppose	113	28.1%
	Undecided	72	17.9%
	Refused	4	1.0%

		Count	Percentage
Q35: Favor or oppose joint proposal	Favor	226	56.2%
	Oppose	101	25.1%
	Undecided	74	18.4%
	Refused	1	.2%

		Count	Percentage
Q36: Favor or oppose joint proposal for new rec ctr	Favor	223	55.5%
	Oppose	108	26.9%
	Undecided	71	17.7%

Tax Tolerance

		Count	Percentage
Q37: Taxes increased by \$19 per year	Favor	310	77.1%
	Oppose	65	16.2%
	Undecided	21	5.2%
	Refused	6	1.5%
		Count	Percentage
Q38: Taxes increased by \$32 per year	Favor	279	69.4%
	Oppose	89	22.1%
	Undecided	28	7.0%
	Refused	6	1.5%
		Count	Percentage
Q39: Taxes increased by \$51 per year	Favor	235	58.5%
	Oppose	130	32.3%
	Undecided	32	8.0%
	Refused	5	1.2%
		Count	Percentage
Q40: Taxes increased by \$69 per year	Favor	195	48.5%
	Oppose	167	41.5%
	Undecided	35	8.7%
	Refused	5	1.2%
		Count	Percentage
Q41: Taxes increased by \$97 per year	Favor	123	30.6%
	Oppose	234	58.2%
	Undecided	38	9.5%
	Refused	7	1.7%

**Pleasant Hill
Community Survey**

Community Perception

		Count	Percentage
Q42: Of all the projects which should have highest priority	Library	108	28.3%
	Other/ Miscellaneous	47	12.3%
	Streets and roads	43	11.3%
	Community center	42	11.0%
	Senior center	42	11.0%
	Flood control	34	8.9%
	Parks and play fields	27	7.1%
	Buying available land	15	3.9%
	Swimming pool	14	3.7%
	The School House	9	2.4%

		Count	Percentage
Q14: Community library or designed for both City and County library	Serve both as community library and county central library	281	69.9%
	Serve only as community library	86	21.4%
	Don't know/no opinion	34	8.5%
	Refused	1	.2%

		Count	Percentage
Q43: Important that City and Rec District work together	Extremely important	180	44.8%
	Very important	149	37.1%
	Somewhat important	55	13.7%
	Somewhat unimportant	9	2.2%
	Very unimportant	4	1.0%
	Don't know	5	1.2%

		Count	Percentage
Q27: Never vote for tax increase	Strongly Agree	22	5.5%
	Agree	25	6.2%
	Disagree	137	34.1%
	Strongly Disagree	203	50.5%
	DK	15	3.7%

		Count	Percentage
Q28A: Trust City to spend additional tax dollars	Strongly Agree	39	19.4%
	Agree	110	54.7%
	Disagree	17	8.5%
	Strongly Disagree	14	7.0%
	DK	21	10.4%

Split sample question

Pleasant Hill
Community Survey

		Count	Percentage
Q28B: Trust Rec and Park District to spend additional tax dollars	Strongly Agree	39	19.4%
	Agree	98	48.8%
	Disagree	19	9.5%
	Strongly Disagree	12	6.0%
	DK	33	16.4%
Split sample question			

		Count	Percentage
Q29A: City/ District should work together to preserve list of programs	Strongly Agree	125	62.2%
	Agree	60	29.9%
	Disagree	7	3.5%
	Strongly Disagree	2	1.0%
	DK	7	3.5%
Split sample question			

		Count	Percentage
Q29B: City/ District should work together to preserve programs	Strongly Agree	125	62.2%
	Agree	57	28.4%
	Disagree	8	4.0%
	Strongly Disagree	8	4.0%
	DK	3	1.5%
Split sample question			

		Count	Percentage
Q2: Most important issue facing residents of Pleasant Hill	Other/ Miscellaneous	83	24.6%
	Traffic	65	19.2%
	Schools	58	17.2%
	Crime and safety	39	11.5%
	Growth	37	10.9%
	The cost of living	35	10.4%
	Roads and streets	21	6.2%

**Pleasant Hill
Community Survey**

Demography

		Count	Percentage
Gender	Male	189	47.0%
	Female	213	53.0%

		Count	Percentage
Age	18 to 34	85	21.1%
	35 to 54	154	38.3%
	55 and over	163	40.5%

		Count	Percentage
Area in District	In the City	350	87.1%
	Only in Rec Dist	52	12.9%

		Count	Percentage
Registration Date	Before 1998	132	32.8%
	1998 - 2002	88	21.9%
	After 2002	182	45.3%

		Count	Percentage
Voter Activity Scale	Very Active Voters	153	38.1%
	Active Voters	110	27.4%
	Less Active and New Voters	139	34.6%

		Count	Percentage
Political Party	Democrat	190	47.3%
	Republican	116	28.9%
	Independent	96	23.9%

		Count	Percentage
Q30: Frequency of visits to parks or rec facilities	Never	41	10.2%
	Once a year	49	12.2%
	Once a month	136	33.8%
	Once a week	96	23.9%
	More than once a week but not every day	57	14.2%
	Every day	20	5.0%
	Don't know	3	.7%

Pleasant Hill
Community Survey

		Count	Percentage
Q31: Participated in recreation programs during last year	Participated in rec program during last year	165	41.0%
	Non participant	229	57.0%
	Don't know	8	2.0%

		Count	Percentage
Q32: Visited library during last year	Visited Pleasant Hill Library during last year	280	69.7%
	Did not visit library	121	30.1%
	Refused	1	.2%

		Count	Percentage
Q33: Child in MDUSD	Parent MDUSD	111	27.6%
	Non parent	289	71.9%
	Refused	2	.5%

		Count	Percentage
Q34: Own or rent	Own	303	75.4%
	Rent	93	23.1%
	Don't know/Refused	6	1.5%